



# Example of Marketing Manager, Wholesale Job Description

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Our company is growing rapidly and is hiring for a marketing manager, wholesale. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for marketing manager, wholesale

- Manage constant communication to internal parties regarding plans, changes in plans, potential issues, and learning's in order to keep everyone informed of progress and key information
- Lead the team and keep them accountable to deadlines, basic team functions, and executional success while also developing and challenging them
- Work closely with sales and wholesale admin team to ensure proper execution of national and regional in store events, co-op
- Translate long term brand strategies to the department store, ecommerce and independent shoe channel
- Develop and execute wholesale channel marketing strategies, and marketing initiatives to support sell-thru
- Oversee co-op marketing budget for wholesale accounts to drive sell through, capture market share, and drive a profitable business
- Build strong customer focused relationships by traveling to accounts for planning and tactical detail meetings
- Collaborate with sales, merchandising, planning and other key internal stakeholders to ensure the achievement of business goals, retailer priorities, and Timberland initiatives
- Develop and present wholesale marketing presentations that link to customer goals and seasonal initiatives at key meetings, including sales meetings, trade

- Regularly analyze program performance and conduct payout analyses of all major initiatives to increase spending efficiencies, program efficiency and improved ROI

## Qualifications for marketing manager, wholesale

- Requires 5-7 years marketing experience
- Executive exposure
- Ability to work in fast-paced, deadline oriented environments and deal with ambiguity
- Solid understanding of marketing programs, events, and promotions
- Be comfortable with being hands-on to deliver a set of business and customer experience improvement results
- Knowledge of wholesale, retail and fitness industry